



NEWS RELEASE

FOR IMMEDIATE RELEASE

Contact: Robert Kravitz
Phone: 773-525-3021
E-mail: rkraivtz@rcn.com

NEW GREEN CRITERIA FOR HAND SOAP

Collaboration of Environmental Choice Program and Green Seal

The Environmental Choice Program^M (ECP) and Green Seal[®] are joining forces to develop a new, identical audit criterion for certifying hand soap.

Both organizations, which are independent and third-party, identify and help promote products and services that are less polluting, conserve resources, and have minimal or reduced impact on the environment.

Once certified, these products and services are recognized as “Green” and may promote such certification to customers. If certified

by ECP, for instance, companies may use ECP's EcoLogo™ on products and in marketing.

Build On, but Replace

The new criteria for hand soap will build on, while replacing, older certification standards that were developed in 1997, according to Stewart Fast, a researcher in the Science and Certification Group at ECP.

Both certification groups believe that a new criterion is necessary because new issues have evolved since 1997. For instance, the current standards have no criteria for antimicrobial substances.

“In 1997, we analyzed products to see if they contained ‘known’, or ‘probable’ carcinogenic ingredients,” says Fast, who adds the new standards will be broader in scope. “Now we are looking to see if any ingredients might be a ‘possible’ carcinogen as well.”

“Additionally, the organizations want to take a fresh look at how these products are packaged [and] if they cause skin irritation, contribute to water toxicity, have high volatile organic content (VOC), and use fragrances responsibly,” adds Fast.

Fast says the two organizations will begin a four-week “comment period” allowing interested parties to express their thoughts for the new criteria. After that, a final criterion will be developed and released.

More information is available by visiting ECP at

<http://www.environmentalchoice.com> or by calling 1-800-478-0399.

About The Environmental Choice Program

The Environmental Choice^M Program (ECP), Environment Canada's ecolabelling program, was established in 1988 to help provide a market incentive to manufacturers and suppliers of environmentally preferable products and services, as well as to help consumers identify products and services that are less harmful to the environment.

The Program's official symbol of certification - the EcoLogo^M - features three stylized doves intertwined to form a maple leaf, representing consumers, industry, and government working together to improve our environment.

More information on ECP is located at:

<http://www.environmentalchoice.com/English/ECP%20Footer/About%20Us>

A listing of ECP certified products and services is located at:

<http://www.environmentalchoice.com/English/ECP%20Home/Products%20&%20Criteria>

Contact Information:

c/o TerraChoice Environmental Marketing
1280 Old Innes Suite 801
Ottawa, Ontario K1B 5M7
Canada

Call toll-free: 1-800-478-0399

Fax: 613-247-2228

